

Los Angeles Public Library. PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { No. 10 SPRUCE STREET, NEW YORK.
{ No. 128 FLEET STREET, E. C., LONDON.

VOL. VII. NEW YORK, AUGUST 3, 1892.

No. 5.

Miscellanies.

ENCYCLOPÆDIC.

A woman's bustle used to be
The strangest of strange capers,
A sort of world's epitome,
Because it was made up, you see,
Of all the old newspapers.

—*Lippincott's Magazine.*

Taken Literally.—She: Do humor-
ists often make jokes at their own expense?

Celebrated Humorist.—The first two or
three thousand are at their own expense.
After that they get paid for them or give it
up.—*Judge.*

Extract from a Chicago society jour-
nal: The banquet of Mr. Josh Cummings was
extra fine. A sad accident marred the menu,
however, when Uncle Billy Plunger broke his
arm while sliding to the plate in the eighth
inning. Uncle Billy always was a good
feeder, etc.—*Town Topics.*

LOCAL NEWS FROM SMITHVILLE.

The last issue of the *Smithville Genius of Liberty* contained these newswy paragraphs:

"Theodore Bamlet, the popular drummer
for a New York shoe house, is in our midst
once more."

"There is a great deal of sickness in our
midst."

"Jacob Emmel, the well-known horseman,
has bought one of the finest-bred trotting colts
in the country, named Competition. We can
congratulate ourselves on such fine stock com-
ing in our midst."

"The popular play, 'Ten Nights in a Bar-
room,' will be in our midst on Thursday night
next."

"Mr. E. A. Davis and Mr. E. L. Morris are
suffering from being poisoned by ground ivy.
Mr. Davis thinks he would not have been
poisoned if he had not had a sore on his hand
before. There are two or three other cases of
similar poisoning in our midst."

"Mr. Ephraim Lee is building an addition
to his pig-pen, and Mrs. Betsey Herrick is
having new steps built to her porch. The
spirit of improvement is in our midst."

"Four or five couples contemplate matri-
mony soon, but we daren't give their names.
There is a good deal of love-making going
on in our midst."

"Charley Danks, of Persimmonville, was
in our midst on Sunday. Hey there, Charley!
who's the attraction?"

"The singing school at the Methodist
church is well attended every Saturday night.
There is a good deal of musical talent in our
midst."

—*William Henry Siviter, in Judge.*

Fond of Novelties.—Miss Athenia
Hubbs (of Boston): Here is an advertisement:
"Wanted—a literary man of fine culture and
high attainments, to go to St. Louis." I wonder
what they want of him?

Mrs. Hubbs—I presume they wish to see
one.—*Puck.*

A Dialect Story.—"I wish to gra-
cious," observed Constant Reader, with some
display of warmth, "that editors would quit
printing these confounded dialect stories.
Here's one I can't make head or tail of, and I
doubt if anybody else can."

"Let me see it, dear," cooed Mrs. Reader.

"Oh, it's of no use. If I can't make any-
thing out of it, you don't suppose you can,
do you?"

"Perhaps not; but I'd like to see it, all the
same."

He handed her the paper; and this is what
she read:

"Toilet of fancy foulard. The corsage
crossed, and of guipure. Little sultane vest
held in by barettes of velvet with bows.
High sleeves of foulard, terminated in vol-
ants of guipure. Flat skirt, trimmed with a
high volant of guipure, surmounted with
bows of velvet."—*Puck.*

A Slight Error.—He came into the
counting-room and left an advertisement,
which read:

"Ten lady typewriters wanted; state wages.
Apply by letter to A. B. & Co."

Then he went out, and four days later he
came back.

"What's the matter with the paper?" he
asked the clerk.

"Nothing that I know of."

"Did you put that ad. of mine in?"

"Of course. Didn't you see it?"

"No, I haven't had time to look it up; but
I haven't had a single reply. Are you sure
you put it in?"

The clerk got down the file and turned to
the "wants."

"There it is," he said, whirling the paper
around so the advertiser could see it.

He read it over carefully and his face
lighted up.

"No wonder I didn't get any answers," he
said curtly.

"What's the matter with it?" asked the
clerk, hauling it around before him.

"Read it," commanded the advertiser; and
the clerk read:

"Ten lady typewriters wanted; state ages.
Apply by letter to A. B. & Co."

The clerk apologized, made the correction,
and next day the advertiser received ninety-
nine replies, and they are still coming.—*De-
troit Free Press.*

How to Reach The Country People

with little annoyance and at a reasonable cost has caused large advertisers many an hour of hard thought.

It is a very easy matter to communicate with city readers; a comparatively small number of papers only being necessary.

To thoroughly cover the towns and villages is a more difficult matter. It is a fact that it cannot be done through the city publications.

It is also a fact that it can only be thoroughly and satisfactorily accomplished by the use of the local country papers. By using the

Atlantic Coast Lists

Of 1400 Local Family Papers,

fully one-sixth of the country readers of the United States are reached weekly.

If the advertiser will find mediums to address the other five-sixths, he will have solved a pretty difficult problem in advertising.

While he is searching for the other mediums he can be talking to the millions of readers which form the constituency of the ATLANTIC COAST LISTS.

One order, one electrotpe (if electrotpe is used), is all that is needed. An easy, economical and effective means of advertising.

Half a cent a line for transient advertising. Quarter of a cent where 1000 lines are engaged. Catalogue free.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

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PATENT MEDICINE ADVERTISING.

By Dr. David Kennedy.

(Proprietor of Kennedy's Favorite Remedy and Mayor of Kingston, N. Y.)

I have been requested to give PRINTERS' INK, in some detail, my views on the subject of advertising in such a form as to make them of practical value to a beginner, and of possible value even to those who have had more or less experience.

I address myself to advertisers generally, and say, first, what do you know about advertising? You may think you know a great deal—you probably do think so; but if you have had no experience, and especially no experience that has *cost you money*, it is my impression you know very little about it. If you think you know it all you probably know still less.

If about to commence advertising a new article and you have had no experience, do not try to deal with the papers direct. Select some advertising agency in which you can rely and trust implicitly to its experience and advice. This is what I did when I commenced. I did it thoroughly. I employed the best agency in America, and I entrusted my advertising exclusively in their hands. In an experience of more than fifteen years I have with rare exceptions and for special purposes employed no other, nor would I again pursue a different course had I to commence my advertising over again. The agency, which is reliable, when it sees that it has secured the confidence of its customer, is bound in honor, as well as in interest, to work for that customer in every possible way, and you should not select other than the honorable agency.

It is absolutely true that the agency dealing with papers constantly, knowing the characteristics of the publishers, just which papers will take 25 per cent of rates, and which papers will want 50, as well as those that would sometimes take as low as 10 per cent, and that has every facility for watching

the work carefully and seeing that it is done as agreed upon, can place the advertising in better shape and for less money than the advertiser himself, who knows nothing whatever about it. So much for the placing of the advertising.

Now, in regard to the mediums: There is but one true medium for the general advertiser, and that is the newspaper. He must depend upon it. Some outside schemes may possibly be taken advantageously at certain times, but I advise adherence to the rule of using newspapers first and all the time.

Again, the newspapers should be well selected, so as to cover thoroughly, in the best manner, the territory to be advertised. It does not follow that because one paper in a town will do the advertising for \$25, and another will do it for \$15, that it is economical to accept the \$15 contract. As a rule, the best papers are the cheapest. This is because they give the most for the money; but occasionally the best paper will want more than it is really worth; then it may be well to take the second best paper until such time as the better one will accept at a fair price.

But before making any contracts, or selecting the papers, the advertisement itself should have proper attention. Great judgment is required in its composition, in the amount of space it is to occupy, and in its general appearance. Here, again, the advertising agency can be of great assistance to you. The one which I have always employed has greatly assisted me, not only in writing my advertisements, but especially in putting them in proper display for the electrotypist.

Do not be afraid to use electrotypes. The percentage of cost of the electrotyped advertisement is slight, and they secure you a clear impression, while at the same time in many papers electrotyped advertisements are accepted at a less price than would be required if the advertisement was to be placed in type.

These are the general rules which I have found by experience necessary for the guidance of the successful adver-

tiser; but I wish to reiterate what I have already said concerning the advertiser being too sure that he knows it all to begin with. In any event, he will probably make mistakes—all men do that—but the advertiser should be willing to take advice, and when he has made a mistake be willing to admit it and avoid a similar error in the future.

Another important rule by which I have always been guided is, never to run in debt. Do not take chances. Let all the advertising for which you contract be within your ability to pay if you do not get a single dollar back. A wrong investment without satisfactory returns gives one the blues and mars his efficiency as a business man. It is bad enough any way; but if he cannot pay his bills it is ten times worse than it would be otherwise.

Then, too, an advertiser should have a good credit. It helps him in trade, it helps him with the agency, it helps him with the papers. He should pay his bills promptly as agreed upon.

All these suggestions are based upon the understanding that an advertiser has a good thing, otherwise he had better not start at all. Do not advertise a poor article. It may pay you for a little while and may sell for a time, but it won't last, and in the long run you will be the loser.

In my own business I adopted these methods, and began in a small way, and was successful from the outset. My business was never in so prosperous a condition as it is to-day. My medicine is selling more largely than ever before and the sales are extending into new territory. Hence it is fair to infer that my theories in regard to advertising, in my own case at any rate, have been correct and may be worth some consideration by others who propose to advertise more or less generally.

A PRINTER'S NOTES ON ADVERTISING.

By W. W. Pasko.

Those who wish to find new wrinkles in a typographical way ought to examine German, French and English newspapers and magazines. All the wisdom in the world is not in the United States, and many effective advertising points have been borrowed from the other side. For instance, underlining words in print, as we do words in manuscript. This was prac-

ticed in England two years before it was copied in America. One idea invented in Germany was putting figured rule and border around advertisements. A style of type is sometimes originated abroad which does not attract notice here for some time. The advertiser who has an engraver cut a few words in one of these faces before other people have hold of it will frequently find that he has scored an advantage. Celtic was employed in England long before it was cut by type founders here, and has worn well and given satisfaction ever since.

A recent error in underlining words in advertisements was to allow additional space where the brass lines were. For instance, the advertisement was double leaded, and the brass line the thickness of another lead. Words in the third, fourth and seventh lines were underscored, and, to make the matter lift, the lead alongside of the rule went to the end of each of the lines. Consequently there were two leads below the underscoring, between that and the line below, while for the rest of the line there were three leads between it and the line below. This was wrong. The space between the matter which has no brass rule below should have been two leads, and the brass rule should have been borrowed from one of these, making, then, the rule and one lead. The uniformity of the page or advertisement is highly important.

In a book now appearing the word "advy" is given as an abbreviation for advertisement, with plural "advies." The printed authority for this is Lynch's Printer's Manual, published in Cincinnati in 1859. Cincinnati printers then used the word. Has any reader of PRINTERS' INK any recollection of this usage, and is there anything printed in which this abbreviation can be found?

Much of the ease and speed of the make-up consists in having all advertisements under common regulations. The most annoying of all directions to printers is that stating position. When an advertisement is ordered next to reading matter, at the head of a column, on a certain page, or in the same page with A. B. s, it is often a very perplexing task to place it there. Many of these demands originate with the advertising clerk and canvasser,

who do not know the trouble they are making. Every choice of position should be charged for at a considerable advance to allow for this extra labor, as well as the value of the location. But in many cases these options are thrown in with the rest of the advertisement without a real reason. Many considerations will occur to publishers of experience why this should not be done.

THE DEVIL'S ADVERTISING.

By Thomas Warwick.

In these days of sharp competition his satanic majesty, like every one else in this busy world, finds it necessary to make liberal use of the advertising columns of our newspapers, in order to carry on his trade; and this much must be said in his favor, his ads. are certainly among the most cleverly written ones that can be found.

Almost every reader is familiar with the devil's advertisements in the personal columns of the daily papers, for he does a great deal of remunerative work by means of these, with only a few inches of space. Here it is that the burglar acquaints his "pals" with the work that is cut out for them; here the prostitute inserts her card; and here the swindler and blackmailer lay their bait for the inexperienced and the unwary.

Few people realize the extensive use that is made of these columns for blackmailing purposes; but a New York detective, who makes it a point at stated intervals to answer all the personals in the papers, states that in one case, out of eighty letters he received in return to his inquiries, there were only half a dozen on the score of which he had any doubts, the others all coming from well-known gangs of blackmailers.

The method employed by these men for "working the racket" is as follows: The ad. first appears in the paper in the regulation style so familiar to every one: "Refined young lady of twenty, bright blue eyes, lovable disposition, seeks companionship of educated young man."

There are always plenty of fools ready to answer such an advertisement, and the young man is soon so deeply tangled up in an affair that when he wishes to break off he finds it too late; the blackmailers hold letters and other tangible proof against him, and inform

him roundly that he must either pay a few hundred dollars or have his name brought into the courts on a breach-of-promise suit. Of course, in many instances their schemes are successful, the young man or his family paying the required sum in order to avoid any scandal.

The opposite case is also of frequent occurrence. The advertisement that appears this time is that of the educated young man seeking the companionship of the refined young lady. It is surprising how many young ladies of good family there are who answer these advertisements, "just for fun," and who have their letters addressed to one of the numerous private post-offices in drug stores, etc. But, like the ostrich which hides its head in the sand when pursued, they soon learn to their cost that they are no match for the hunters. After carrying on their amusing correspondence for awhile with their unknown advertiser they tire of it, and endeavor to put a stop to it. Immediately they begin to receive letters in their own name and addressed to their own homes, threatening to publish the letters they wrote in jest unless a certain amount of cash is forthcoming. The wily blackmailers play a sharp game, and easily ascertain the identity of their fair correspondents from the very beginning of the affair.

If the aid of a good lawyer is secured the treacherous letters may be usually bought back at from twenty-five to fifty dollars, but when the young woman is afraid to confess the matter to her parents, and has property of her own, the swindlers often receive large sums in this manner.

But the devil does not confine his attention to the advertising columns of the newspapers. He knows too well the value of printers' ink to overlook the possibilities of the reading matter, and the fact that his ads. are inserted free of charge is not calculated to deter him from pushing work in this direction. I refer now more particularly to the column upon column of space which the newspapers devote to creating and extending the notoriety of criminals. There cannot be the shadow of a doubt that these newspaper accounts do more to stimulate crime than almost any other one cause. Not only does it act by appealing to the love of notoriety of those who are already criminals, and so encourage them on to worse and worse deeds, but

it appeals to those who are too ignorant to attempt crime by themselves, but who, on reading of the doings of others in the papers, find here examples ready set for them, and which they can easily follow. Moreover, constant contact with vice blunts the moral feelings, and constant reading of the acts of criminals is apt to have the same effect, and to so familiarize the minds of the people with crime that it loses its first repulsiveness. We must not forget that one of the greatest safeguards against crime is the instinctive feeling of disgust which it inspires, a disgust which arises from education amid fine surroundings, and that without this first feeling many crimes would have been committed which are now unrecorded.

In these and in many other ways does Satan advertise his wares in the papers, and he does the work well, for he probably obtains better results than any other advertiser on the books. The question, then, arises as to why the newspapers do not refuse his ads.; but such a course would be impossible. The devil has too strong an *inflou-ence* in man's affairs to be forcibly ejected from any of the positions which he occupies. All we can hope for is to trim him down a little in various directions, and this, I think, would not be difficult.

A step in the right direction would be for the reputable newspapers to abolish the personal column. As to the sensational reading matter, it would probably be out of the question to do away with this, as the public demand for this kind of news is so great that the publisher who refused to print it would soon find himself without subscribers. But there is one step which the best papers could and should take. It is the suppression of the name of the criminal in the accounts of his crimes. The individual man being thus merged into one general class, with no distinction whatever, the notoriety would be greatly diminished, and would be less of an incentive to crime than it is at present. In other words, crime would be shorn of its glory, or at least of a great part of it, and this would be a good and valuable work accomplished.

In conclusion, however, I wish to state that although the devil is very persistent in his advertising, his business is on the wane. He has still a good capital, a large acquired business and no immediate prospects of bank-

ruptcy; but with our ever-increasing and wide-spreading education, with the advent of new machinery and processes, and an increasing population that cheapens the cost of manufactured articles to such a point as to bring the necessities of life within the reach of every one, crime is gradually diminishing, and his satanic majesty, in spite of his extensive advertising, is obliged to sit mournfully chewing the barbed end of his tail, and wondering how long it will be before the final crash comes that will tumble his business about his ears and roast him in his own fires.

ADVERTISING AGENTS AS I HAVE FOUND THEM.

By C. C. Doran.

[Business Mgr. Mansfield (O.) Eve's News].

There has been much said and written about the relations of the advertising agencies to the country press, and the discussion still goes on.

I fail to see why the publishers find so much fault with advertising agents. They certainly don't have to accept ruinous offers for space, and the agents can't buy unless the publisher sells.

Like the buyer of any other commodity, the agent buys space at as low a figure as he can. The publisher should control his own space and have business nerve enough to set a fair price on it. If one advertiser doesn't buy it at that price, sell it to another. If the publisher doesn't possess the selling ability, let him buy some by employing a man who has it.

This idea of a man selling space in his paper and then forever and ever kicking about the low and ruinous prices he gets is very tiresome and also babyish.

It is not the agent's fault if he is successful in beating down the publisher when the publisher places the club in his hands. Nine out of every ten publishers would do just as the agent does if they were in his place; but who will say that any agent would pursue the business course of these kicking publishers if he managed their newspapers?

The country publisher is too apt to look at a cheap offer in the light that if he don't take it the "other fellow will," so accepts the loss to keep his competitor from getting it. Another thing he is also known to do is to count the columns of advertisements and not

the price. Many of them would prefer to have ten columns of advertisements at a dollar a column than five columns at three dollars a column.

The advertising agents know this and other points which work to their advantage and the publisher's ruin.

During six years as business manager of a successful daily paper I have as yet to receive a "threatening" letter from an advertising agent, and have had correspondence and dealings with all the leading houses, and have doubts about these so-called "threatening" letters some publishers have seen fit to write about.

To be sure the agents tell us if we don't accept certain offers they will go to the other paper. Nothing wrong about that.

This whole disaffection between the publisher and reputable advertising agent is a direct result of a weak-kneed business policy pursued by the publishers themselves when brought in contact with the shrewd business agent, and all the kicks, combinations, card writings, annual conferences and agitation cannot remedy it. The remedy lies in the hands of the publisher, and any reputable agent can tell what it is and how to apply it.

A GREAT ADVERTISER.

From the Chicago Dramatic News.

I was almost momentarily stunned a day or two ago by reading an announcement to the effect that the peerless Adelina Patti, in her serene and yellow days, had reached the conclusion that hereafter her life is to be devoted to labors of philanthropy. I was so affected because I had known for years the sordid reputation that the great diva has enjoyed all by herself. She has never been known to befriend a poor singer, or actor, or any one else; and, although she may have wept salt tears when her hairless dog died, she has never had any feeling for the sufferings of those associates in art who have been less fortunate than she. If she has ever perpetrated an act of charity, she has adhered so closely to the biblical injunction, not to let the left hand know what the right hand doeth, that not a soul besides herself is aware of what is going on.

Well, this new scheme of Patti's is nothing less than providing at her Welsh palace, Craig-Y-Nos, for the musical education of naturally gifted girls without money, with a view to preparing them for the stage. She proposes as a means to this beneficent end, to give a final farewell tour and then forever quit the stage. If this farewell tour had not been mentioned, one would be inclined to take some stock in Patti's righteous resolution. Ay, there's the rub. That reference, as the unlettered Philistines would say, "gives the whole snap away." It is evidently Patti's idea to get some free advertising of an advance character, and she is smart enough to know that the philanthropic chord is one that can be twanged with more or less profit. Patti is a daisy, and no mistake. What a very clever manager the golden-throated cantatrice would make for the advertising department of a patent medicine laboratory!

A SERMON IN RHYME.

WITH A MORAL FOR SOME PEOPLE.

I.

"One half the world's in ignorance how the other half exists,"
This adage sage has come to us through history's hazy mists;
'Tis true indeed we do not know, but if we'd stop to think,
With few exceptions, we'd soon learn they live on printers' ink.

II.

The burglar plies his trade at night, when all is quiet, he believes;
He doesn't want "the other half" to know just how *he* lives,
Nor *where* he works, nor *how* he works, nor *when* he does his toil—
No printers' ink for him; oh, no—his labor it would spoil.

III.

The man who does the bunco act is likewise very "mum";
The sneak thief and his consorts, publicity they shun;
The gambler, the common thug, the murderer and his "lay"—
These are the class of men whom "advertising doesn't pay."

IV.

Some merchants close resemble the class I've mentioned here;
They work alone and in the dark, and seem in mortal fear
"The other half" will find them out and take them by surprise,
So they bar all risks and chances, and they never advertise.

THE MORAL.

A moral will be found between the lines of this brief screed—
A lesson plain reflected, so that he who runs may read:
If you would thrive and keep yourself and business out the dark,
Use printers' ink, read PRINTERS' INK, to feed the vital spark!

JOHN R. BARRETT.

GENERAL CARPENTER COMMENTS ON MR. WANAMAKER'S LETTER CONCERNING PRINTERS' INK.

PHILIP CARPENTER,
Counselor at Law,
38 Park Row, New York.

May 21, 1892.

George P. Rowell & Co. :

DEAR SIRs—In the Postmaster-General's letter to you of May 18th, about the right of PRINTERS' INK to second-class rates, he makes many misstatements, conceals many important facts, persistently evades the real issue, and avoids the real merits of the case; in short, instead of giving you the unprejudiced and honest judicial opinion on this important matter, to which you are entitled from his powerful Department, he presents a garbled and quibbling argument, which even a paid attorney, opposed to you, would decline to present to a court, and would receive its rebuke if he did.

(1) To attempt to avoid the proved charge that the Department is concealing the real reason for the exclusion of the paper, he states that as far back as January 19th, I was fully advised as to all the "material facts in the case." So far from that being true, at the interview on that date with Mr. Haynes and Mr. Fountain, they agreed that no other ground of exclusion than the one mentioned in the letter of the Third Assistant Postmaster-General to the New York Postmaster of January 8th, 1892, would be considered, without giving us notice and an opportunity to present proofs and be heard on any other alleged ground of exclusion.

On February 6th I wrote Mr. Haynes, calling his attention to the fact that such was the agreement, and its existence has never been questioned.

It was not until February 9th that Mr. Haynes sent me the copy of a letter, addressed by the Third Assistant Postmaster-General (Mr. Hazen) to Assistant Attorney-General Tyner, the Department's law officer, which, it was claimed, presented several other questions upon which a decision of exclusion was requested.

Mr. Hazen's letter was so loosely drawn, so vague and indefinite, that neither Mr. Rowell nor I could understand it, and you will remember that when we appeared before Judge Tyner in March he could not understand it either, and even went so far as to de-

cide that it presented no new question calling for his opinion, and that he should decline to consider any other question than the one stated in Mr. Hazen's letter of January 8th, until other intelligible questions should be asked.

You will also remember that thereupon Mr. Hazen was summoned before Judge Tyner, in our presence, when the decision above mentioned was stated to him, and that, after vainly attempting to defend his letter, he retired with Mr. Haynes to frame new charges, the hearing being adjourned for several hours for that purpose. Up to that time it had been apparently impossible for the Department officers to state a case against PRINTERS' INK that a man of ordinary intelligence could understand, or that, on their own showing, entitled them to exclude the paper from second-class rates (the ground alleged in Mr. Hazen's first letter of January 8th having been shown unfounded in fact).

You will thus see that instead of my (and your) being fully informed on January 19th, as to all the "material facts in the case," we were not informed, even on March 4th, when we appeared before the Assistant Attorney-General on this important matter, what questions the Department intended to present, neither could the Assistant Attorney-General himself understand the "material facts in the case," although in addition to the information given to us he had all the additional information of the office.

Even after Mr. Hazen and Mr. Haynes had bestowed some hours of labor on the matter, the amended charges were not intelligible to Judge Tyner, and when they were presented this dialogue occurred, as the stenographic minutes show:

Mr. Haynes: "The Third Assistant was ordered to amend."

Judge Tyner: "Do you think he amended?"

Mr. Haynes: "Yes."

Judge Tyner: "I thought that it was not the desire of the Third Assistant to do what I requested him to do and make his case specific."

As the facts above stated were all known to the Postmaster-General, his insincerity, to use no harsher word, in his May 18th letter is apparent.

(2) The bungling inefficiency and ignorance which has, from the beginning, characterized the Department's treatment of PRINTERS' INK, is well illustrated by Mr. Wanamaker's quotation from a rule of the Department, supposed by him to be now applicable, but which was really abolished years ago. The head of a great department should certainly know his own rules. He is frequently, as here, called upon to apply them to important cases, and ignorance of them is as inexcusable in him as ignorance of its own rules and decisions would be in the Supreme Court.

What would be thought of a Supreme Court Judge who based a decision, involving thousands of dollars, upon a rule or statute that was once in force, but which was repealed years before?

And what would be thought of the same Court, if, after once making the blunder named, and being compelled to reverse its decision when its mistake was exposed, it should, two years later, make the same mistake, and again base an important decision on the abolished rule?

Mr. Wanamaker has done just that. In January, 1890, PRINTERS' INK was excluded, on the alleged ground that there was a rule of the Department that a legitimate list of subscribers was composed of persons "*who themselves make and pay their subscriptions.*"

As a matter of fact there was no such rule in force at the time named. The order of exclusion was a blunder, and it was so admitted at the hearing before the Office in 1890, which, of course, resulted in the reinstatement of PRINTERS' INK.

The supposed rule has long been superseded by Section 332 of the Postal Laws and Regulations, which provides that a legitimate list consists of "*subscribers by each of whom or for each of whom, with his consent expressed or implied, payment of the subscription price has been made or agreed to be made.*"

Mr. Wanamaker now repeats the same gross blunder, and the same misstatement of the law that we exposed in January, 1890, and seeks to found on such an error a decision involving thousands of dollars to PRINTERS' INK.

He did not know, in 1890, his own laws and regulations, and we told him what they were. He has forgotten our lesson, however, and you must go to the expense of teaching him again.

In 1890, as soon as the attention of the Department was called to the real rule (which, of course, superseded the old one), it was at once conceded that a subscriber, whose subscription was paid "*for him with his consent,*" was not less legitimate than one who paid it himself. That is the language of the rule, and is, of course, the law. The law officer of the Department will so decide now (as he practically has) on presentation of the question, as he did in 1890.

The theory that the Postmaster-General is ignorant of the law is more charitable to him than the one that he knowingly mis-stated it, for the purpose of creating an impression favorable to his side of the case. I am unwilling to adopt the latter theory, although it would receive countenance from the many charges of prevarication and deceit made against Mr. Wanamaker by the press and by public men of his own and the opposite party.

(3) I have above referred to a most serious and inexcusable mistake of law made by Mr. Wanamaker, to your great injury.

He makes a mistake of *fact*, hardly less serious and inexcusable, when he states in his letter of May 18, 1892, as a present ground of exclusion, that the circulation of PRINTERS' INK is "*practically gratuitous.*" His Third Asst. knows and his Law Officer knows that the circulation is not "*practically gratuitous,*" and the head of the Department himself knows, or ought to know, the same fact.

It is conceded by the Department, and is, of course, the common sense view to take, that subscriptions can be paid for in merchandise or other commodity as well as in cash, and that a subscription list so obtained is equally legitimate with one made up entirely of cash subscribers. It is well known that many of the country papers receive a large part of their subscriptions otherwise than in cash.

PRINTERS' INK was excluded from the second class in January, 1892, because, in November, 1891, it offered to give advertisers subscriptions to the amount of the order for advertising.

At the time of the exclusion it was giving subscriptions to advertisers to *only one-half* the value of the advertising order, and practically all the 5,000 subscriptions, which came in under the November offer, were paid

for by advertising orders of twice the amount of the subscriptions.

A yearly subscription to PRINTERS' INK was \$2 in November, when the offer was made. It was then known that it would be reduced in December to \$1, and it was so reduced. This fact is unquestioned. Judge Tyner understood it, and his office practically abandoned any claim to exclude PRINTERS' INK from the second class on account of the November offer.

The circulation of a paper cannot be said to be "practically gratuitous" because one-ninth of its subscriptions are paid for by a fifty per cent discount for that purpose on advertising orders, the other eight-ninths being concededly legitimate.

The statute on this point (Act March 3, 1879, ch. 180, sec. 14) provides that nothing shall be construed as entitling to the second-class rates publications designed "for circulation at nominal rates."

The Department's rule on the subject (P. L. & R., 332) is that the subscription list will be deemed "nominal" when it appears that it offers considerations "*substantially equal* in value to the subscription price, as an inducement to subscription."

Under the November offer, each yearly advertiser who paid \$2 for advertising got \$1 worth of subscriptions.

Unless \$1 is "*substantially equal*" in value to \$2, your publication does not come within the Statute or the rule and cannot be excluded for that ground. To state this point is to answer it.

However, this was the only reason for exclusion stated by Mr. Hazen in his letter of January 8th. The reason for the exclusion having fallen, because founded on an untrue state of facts, the order itself should fall and PRINTERS' INK should be reinstated.

(4) The offer of November, 1891, expired by its own terms in December, and has not been renewed. The Department cannot legally punish you in this way in 1892 for an alleged offense that you offered to commit in 1891. If a publication has a legitimate subscription list at the time it is offered at the Post-Office, it is entitled to second-class rates, even though its list, two months before, was illegitimate.

(5) The subscribers obtained under the November offer constitute only about one-ninth of your subscription list. The balance of the list is made

up of persons who paid cash or its equivalent for the paper, exchanges, and a very small number of complimentary copies. This is shown by your affidavit of January 9th and the subsequent affidavits before the Department. The complimentary copies in January, 1892, numbered only about 100, as you stated in your affidavit of January 25th.

No fault has been found by the Department with the exchange list nor with the issuance of sample copies. Indeed, it was settled, as I understood, at our hearing before the Department in March last, that there was no complaint on either of those scores.

Admitting everything that the Department claims, then, that the subscribers obtained under the November offer are illegitimate, you still have a concededly legitimate list eight times as large, and therefore a second-class rating.

At our March hearing, you will remember that I said to Judge Tyner that he had held in 1890 that a paper having a legitimate list could not be excluded because it also had an illegitimate list, and that the remedy in such a case was to reject the illegitimate portion of the list. Judge Tyner assented to the correctness of my proposition.

It was, in fact, practically conceded at our March hearing that the original excluding order of January 8th, 1892, could not stand, upon the grounds therein stated, which were at the time supposed to be true, but which we conclusively showed were not true.

It was sought, however, to keep the paper out of the second class on other grounds, unintelligibly stated in Mr. Hazen's letter of February 5th, and hardly better stated in his letter of March 4th.

Mr. Wanamaker's statement, therefore, that this ground "was sufficient under the plain requirements of the law to warrant the exclusion," shows that he does not comprehend the facts, that are well known to his Third Assistant and to Judge Tyner, and warrants the inference above of his ignorance thereof or that he purposely misrepresents them.

The claim to exclude PRINTERS' INK on the ground stated in Mr. Hazen's letter of January 8th was long ago abandoned by the Department. It would not now be revived by Mr. Wanamaker if he had given the subject the attention that its importance

deserves. He apparently read the papers in this case as carelessly or as little as he did in the Baltimore Post-Office case, where it was shown by Commissioner Roosevelt that his verbal statements were nearly all contradicted by the written evidence.

(6) Mr. Wanamaker has stated what he calls "an additional and altogether sufficient reason for the exclusion," that "the paper is primarily intended for advertising purposes."

He assumes that this is the fact, in the absence of evidence, and in direct contradiction to the affidavits and the oral testimony.

It appeared by the evidence of Samuel H. Kauffman and Frank G. Noyes, proprietors of the Washington *Evening Star*, and the most competent experts to be obtained in that city (or elsewhere), that the paper was not regarded in the trade as "designed primarily for advertising purposes" nor as the organ of its publishers.

This same fact is proved by the affidavits of the publishers and communications from experts showing, among other things, that the paper earned, above all expenses, nearly \$10,000 last year; that it had received orders for advertising to be done the current year for over \$50,000; that the leading advertising agencies of the country advertise extensively in its columns; that it has become *the* paper of its class; that it has a larger circulation than any other class or trade paper, with the exception of religious, agricultural and fashion papers; that it is quoted from by other newspapers oftener than any other New York paper; that it is read by probably ten times more advertisers and publishers than any other paper; that it has a large list of paid contributors; that some sixty persons are dependent upon its publishing for their daily bread; that the interest of the publishers in other branches has not been advanced by the publication of PRINTERS' INK; that all subscriptions had been stopped immediately upon their expiration, etc., etc.

Some 2,000 expressions of opinion were also filed, coming from leading advertising experts in four of the largest cities of the country, all to the effect that the paper was not regarded in the trade as an "advertising sheet" nor as an "organ of Geo. P. Rowell & Co."

A vast number of unsolicited clippings from newspaper publishers in

different parts of the country have also been filed, more than nine-tenths of which express a favorable opinion of PRINTERS' INK and its right to circulation in the second class.

It would be remarkable if there were no hostile expressions against so important an enterprise, carried on by men engaged in business for the last 30 years, extending to every State in the Union. There *have* been some unfavorable newspaper reports and no doubt some unfavorable individual reports to the Department, though the Department has declined to give you any information whatever as to what evidence, if any, has been furnished against you, although urged to do so.

Judge Tyner stated that *he* was willing to allow us to see everything, in the possession of the Department, bearing on our case, but that he could not do so unless the Postmaster-General consented. During our March hearing the request to see the evidence against us was referred to several times, but the Department declined to allow us to see it or to even tell us its general nature, or the persons from whom it came.

This is contrary to all common law methods of procedure, and, of course, to all ideas of fair play. The proceeding has been really a Star Chamber one, characterized by methods fully as secret and arbitrary as there prevailed. Ordinarily the litigant has his day in court, confronts his adversary, hears the evidence against him, and meets it as best he may; here we have had no such opportunity. Evidence against us, of which Mr. Wanamaker speaks in some of his letters, may be capable of satisfactory explanation in a moment. It may come from an unscrupulous enemy, or it may be wholly false. We are not allowed, however, to even show the motives of the party offering it. This refusal is made, not by the judicial and honest mind of the Law Officer of the Department, but by the executive head.

He states in his letter that the Department is in receipt of remonstrances from all parts of the country against the publication being restored to the privileges of the second class. I feel safe in the assertion that there are at least nine times as many favorable reports as there are remonstrances, but, no matter what the fact, it is certainly unfair and contrary to all American (or foreign) ideas of justice to withhold

from the party the evidence against him, and deprive him of his property thereby.

It is the almost universal rule throughout the civilized world, and is a familiar provision of our own Constitution, that a party shall not be deprived of his property *without due process of law*. It is, however, sought here to deprive you of many thousands of dollars without due process of law, and on the *ex-parte* and unsworn testimony of witnesses, whom you are not allowed to confront, whose names even you do not know, whose evidence you are not allowed to explain, and which you are certain does not support the conclusion of the Department against you.

You have proved by the uncontradicted evidence of most honest, competent and disinterested witnesses, and by other undisputed facts that PRINTERS' INK is not "primarily designed for advertising purposes," and is not regarded in the trade as being so. The Postmaster-General has no right to arbitrarily decide against evidence and without evidence that it is so designed, and for that reason exclude it from the second class. If he insists on such a decision, you have your remedy.

(7) A good example of Mr. Wanamaker's untruthfulness and deceit is found in his statement that you use PRINTERS' INK to advertise "*your* Atlantic Coast Lists, *your* patent medicine business, *your* ink manufactory," etc.

A reader, unacquainted with the facts, would think from his letter that you really did own the Coast Lists, a patent medicine business, an ink manufactory, etc., and that in advertising them in PRINTERS' INK you advertise yourself.

The real facts are, as Mr. Wanamaker well knew, that the Lists, medicine business and ink manufactory are owned by corporations in which your Mr. Rowell merely happens to be a stockholder. You no more advertise yourselves in advertising them than you would be advertising yourselves if you inserted an advertisement of the Northern Pacific Railroad, in which Mr. Rowell might happen to own stock.

The corporations above named pay for their PRINTERS' INK advertising exactly the same rates as do other advertisers. Benefit to Mr. Rowell from the advertising is simply that

which any stockholder in any company gets from the advertising done by the company.

But, even if you did advertise in PRINTERS' INK another business owned by you, that fact would not exclude your paper from the second class. Nearly every country newspaper in the United States advertises its job printing department, owned and conducted by the proprietor. The New York *Herald* advertises the transatlantic cable, owned by its proprietor. Countless similar instances could be cited, but no paper was ever excluded from the second class for such a reason. Neither should PRINTERS' INK be excluded on such an account.

(8) I do not need to speak of Mr. Wanamaker's deceitful attempt to create an impression that the Chicago Publishers' Association and its alleged resolutions amount to something. You have already shown that the alleged acts of that so-called association are entitled to no weight whatever upon such a subject, and you have also furnished valuable testimonials from leading publishers' associations throughout the country to directly the contrary effect. Mr. Wanamaker cites as important the resolutions against you of an obscure and unimportant, if not mythical, association, and does not mention the scores of resolutions in your favor passed by influential bodies throughout the country.

(9) Aside from all these considerations, however, the Postmaster-General has done a most extraordinary thing in putting forth his communication of May 18th.

The question of the right of PRINTERS' INK to second-class rates, under the objections raised by the Department, was referred to Judge Tyner, the Department's law officer. So far as we are informed, he has not as yet made any decision. The matter was presented to him at length and with the care which its importance demanded, and from his well known integrity and ability, we expected, and still expect, a fair and just opinion upon the facts and law. The case has not been presented to Mr. Wanamaker by us, nor argued before him. He does not know our views of the law nor facts. He apparently does not even understand the questions that are raised. He has no right, in fair dealing and honesty, to attempt to decide the questions now.

He should await the decision of his law officer to whom he referred the case. If that should be in our favor, and he should disapprove of it, it would be his duty to appoint a time when we could present to him the same arguments that convinced the Assistant Attorney-General.

Your paper was excluded from the second class on January 8th, without any hearing. On this application to reinstate it you are entitled to a hearing, and have had one before a fair man. You should not be deprived of the benefit of that hearing and excluded finally from the second class by another *ex-parte* decision, this time of Mr. Wanamaker, made, like Mr. Hazen's original one, without any knowledge of the facts or law, and directly in the teeth of both.

This was Mr. Wanamaker's own view last March, as appears by his letter to you of March 2, in which he says: "If I should forestall the advice of my legal adviser and settle the case in the summary way * * you would have a right to complain in the event that my decision should prove adverse to your claims."

He has forestalled the advice of his legal adviser (Judge Tyner) in a summary way, and you do have "a right to complain," as he himself admits.

If the Department attempts to enforce any such unfounded and tyrannical decree, the law affords you redress, not an ample one, it is true, not covering the expenses and trouble you have already been put to, but relieving you in the future from such unjust oppression.

Yours truly,
PHILIP CARPENTER.

OFFICIAL CONNIVANCE IN SWINDLING
ADVERTISERS.

THE WORLD,
Weekly Department,
NEW YORK, July 19, 1892.

Editor of PRINTERS' INK:

If you have read Janvier's delicious book of short stories, called "Tales of New Spain," you may remember the opening one, of the two pious monks of St. Francis who rescued an ass that had been nearly beaten to death by its owner after having its leg broken. The monks splintered the leg and brought the ass back to good health, but with his foreleg so shortened that he had a very bad limp. The vows of their order would not permit them to have property, so they tried first to get some neighbor to take the ass, and hold it in trust until the owner could be found, but no one would do it. Then they tried to give the ass away, but no one would have him for a gift. Of course they could not turn him out to die. He would be useful in carrying the small loads

up to the main convent. But if he served them in any way he became property, and as such it was contrary to their vow. Nor could they support him in idleness. After much prayer and much debate the two monks and the ass appealed to the Father-General. You know the story, in all probability, and all the little tricks and turns and subtleties that Janvier put into it.

I think that in the enclosed letter you will find just about as pretty a piece of hairsplitting. The publisher who connives with the post-office clerk not to swindle Uncle Sam out of money but into money, not to put on too small a number of stamps, but to be permitted to put on a too great number of stamps, of what crime is he guilty? Yet, he is guilty of some crime. He has deliberately swindled or tried to swindle somebody, but he has not swindled anybody who has any right to make objection. I think the editor of PRINTERS' INK will find in this letter something worth his logical and clear mind.

Yours very truly,
T. E. WILLSON.

JERSEY CITY, July 14, 1892.

Editor World—Will you kindly advise me upon the following, through the columns of your valuable sheet?

A publishing company, issuing four monthly papers, devoted for the greater part to advertising purposes, sends large quantities of second-class matter to a post-office, where they are weighed and mailed. The chief mailing clerk is asked by the company to increase the weights of their matter by from 300 lbs. to 1,500 lbs. per day, which he does in the following manner: In writing out the daily receipt for the matter received from the company, he credits them with 3,000 lbs. (\$30) instead of 2,000 lbs. (\$20), which is the exact total weight of their mail.

The company's papers are devoted, as I said before, largely to advertising purposes, and they publish a statement every month, testified to by the postmaster and the chief mailing clerk of the respective post-office, that so many thousand pounds of their papers passed through the post-office, which, in the face of the facts above, is false. As about 10 to 12 papers of the publishing company amount to only one pound in weight, it seems to be a matter of importance to them to appear to have a great circulation, which is accomplished in the described manner.

Are not these publishers guilty of fraud, and is not the chief mailing clerk guilty of assisting in a scheme to aid a firm in publishing a false circulation?

These are all facts, and I request you to kindly answer my questions, or let me know if you wish to hear further particulars.

B. B.

The case is undoubtedly one of fraud, pure and simple. The publisher wishes to deceive his advertisers about the size of his edition, in order that he may obtain a higher price from them. In order to have his accounts officially falsified by Uncle Sam he can well afford to pay the extra \$10 and, perhaps, a fee to the dishonest receiving clerk. The duties of the latter are to weigh the papers sent in by publishers, and charge for them at the rate of a cent a pound. It would be just as fraudulent in him to overcharge as to

under-charge. If proof could be brought before the postmaster we believe it would result in the removal of the guilty clerk; or, if the postmaster should be found to connive at the act, a presentation of the facts to the First Assistant Postmaster-General would, upon confirmation, lead to his prompt dismissal—that is, provided John Wanamaker did not interfere to perpetuate the swindle, as he has been known to do under other circumstances.

But we do not agree with the *World*, that no one has been swindled who has any right to make objection. Any citizen, any advertiser, any publisher has a right to object. Such dishonesty hurts the cause of advertising and reacts disastrously upon honest publishers. The Government, through its clerks, cannot afford to assume this position for the sake of a \$10 bribe.—**[Ed. PRINTERS' INK.]**

"SINCE RIGHT IS RIGHT."

Office of
THE HOUSTON FREE SOUTH,
HOUSTON, Miss., July 22, 1892. }

Editor of PRINTERS' INK:

I have been watching for some time the fight you have been making against the P. O. Department, and I wish to congratulate you on your "bull-dog" tenacity. I think that you are right. I think that PRINTERS' INK has just as much right to second-class postage as any other journal published. It is not only a most valuable help to all the profession, but to the entire world. We await the result of this unequal fight with much interest.

Fraternally,
VALENTINE RUFF.

A VOICE FROM OMAHA.

Office of the
WESTERN SHORTHAND MAGAZINE,
OMAHA, Nebraska, July 22, 1892. }

Editor of PRINTERS' INK:

I write to ask you to place us on your exchange list. We need your little paper very much. It seems strange to us why the Post-Office Department, in dealing with so valuable a publication as PRINTERS' INK, should so studiously avoid all appearances of decency. Let no American speak of Russian despotism while "Honest" John Wanamaker holds his job. With best wishes, I am,

Yours respectfully,
CHAS. S. WEST.

HAPPY CANADA!—NO WANAMAKER THERE!

D. THOMAS & Co., Publishers,
SHERBROOKE, Que., June 24, 1892. }

Editor of PRINTERS' INK:

Perhaps we Canadian publishers would find our time fully occupied in criticising some of the acts of our own Government officials, but we hardly think any of them have developed the same measure of autocracy as is mani-

festated by your Postmaster-General in excluding PRINTERS' INK from the postal privileges conceded to many publications less entitled to them. PRINTERS' INK is one of the most welcome visitors to our sanctum, and why Postmaster-General Wanamaker should exercise his prerogative in the manner he has done is something that "no fellow can understand."

Every advertiser and business man cannot fail to take an interest in the articles which appear from week to week in the columns of PRINTERS' INK, and few can fail to glean from them very much that will assist them in their business. It is shameful that you should be mulcted so heavily to gratify the whims and vagaries of incompetent officials. Surely, under a government like yours there is some way of getting rid of this one-man power, without having to wait for a new Presidential election.

There must be some recourse against such official tyranny!

No reasonable person can question the right of PRINTERS' INK to be classed as second-class matter, nor that this right will be eventually recognized; and in the meantime it is barefaced robbery to mulct you in the way the Post-Office Department is doing. Surely, when you come out, as you will, "on top," the amount of this official plundering will be made good to you.

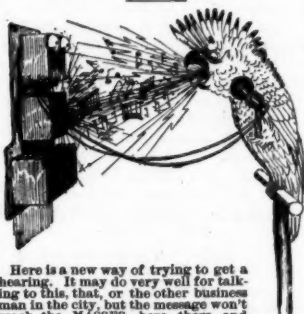
Trusting that a recognition of your rights will not be long delayed,
Yours, sincerely, D. THOMAS.

THE WANAMAKERS OF SHAKESPEARE'S DAY.

O! what a godly outside falsehood hath.

—Merchant of Venice.

Polly at the 'Phone.



Here is a new way of trying to get a hearing. It may do very well for talking to this, that, or the other business man in the city, but the message won't reach the MASSES, here, there and yonder—all over the United States.

For securing a prompt, respectful hearing in over one million wide-awake, reading, thinking, purchasing families, by a single pressure upon the button, there is but one medium—ONLY ONE—which possesses the never-failing "Get there" attachment.

It surpasses a long-distance telephone, with direct private wires into eleven hundred thousand thrifty homes.

It is COMFORT, and COMFORT presents a sure short-cut to success. Its circulation—over a million—is guaranteed and proved, and many of its subscribers read no other paper.

COMFORT is the Success of the age.

Space of Advertising Agents: of W. T. PERKINS, 21 Park Row, New York Representative, or of THE GANNETT & MORSE CONCERN, Publishers, Augusta, Maine.

THE LABOR VIEW.

The *Standard Farmer and Laborer's Advocate*, published at Terre Haute, Ind., evidently does not believe in disguising its views towards Mr. Wanamaker. From an article in its issue of July 21 we extract the following paragraphs, introducing a comment upon the PRINTERS' INK outrage:

The biggest fraud that breathes the breath of life to-day is Postmaster-General Wanamaker. He is a hypocrite of the blackest type. He parades his so-called Christian virtues before the world, while he is working his half-paid girls to death. He makes them dress in black, to give them the appearance of slaves. He forbids them speaking to friends during business hours. His employees are virtually his prisoners, and must either obey his dictates or quit his employment and be blacklisted.

His Czar ruling in the case of PRINTERS' INK, of New York, shows him up in as bad a light as any Anarchist could possibly be.

His ruling proves that he uses the Post-Office Department to advance his own interests (he publishes an advertising sheet in Philadelphia to advertise his goods, and sends it through the mails as second-class matter).

WANTS.

Advertisements under this head 75 cents a line

BRIGHT, energetic young newspaper man wants position as adv't mgr. L., Printers' Ink.

DO YOU NEED HUSTLERS? Reporter, also expert Dick mail clerk. Sober, reliable, best references. Address "TWO JOHNS," this office.

IF you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

WANTED—Position by Advertising Manager of experience on first-class newspaper in city (Western preferred) of \$5,000 or up. Sober and a hustler. Address P. O. Box 1481, Ottawa, Ill.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

G R I T

VAN BIBBER'S.

SPOKANE SPOKESMAN.

LEVEY'S INKS are the best. New York.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$3 per 1,000.

BUFFALO TIMES proves over 23,000 circulation. It will pay you.

BOSTON HOTEL GUIDE is very readable. A trick of the editor. \$2.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

"PUT IT IN THE POST," South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (60 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

4 Lines \$1. 1 ln. \$3.50. 1 col \$46.50. 1 page \$188.00 50,000 proves. Woman's Work, Athens, Ga.

THE BRICKMAKER, Chicago, Ill., twice a month reaches 10,000 users of machinery.

PATENTS.—DAVIS & CO., No. 605 Seventh St. Washington, D. C. CHARGES MODERATE.

THE COUNTRY YOUTH, Milwaukee, Wis. 5,000 readers. Reaches farmer boys. 5 cents a line.

STENOGRAPHERS furnished without charge for my services. W. G. CHAFFEE, Oswego, N. Y.

\$1.50 For 5 lines 36 days. 6 days, 50 cts. ENTERPRISE, Brockton, Mass. Circ. 7,000

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

FARM LIFE, of Rochester, N. Y., 16 pages, 81 columns, monthly. Guaranteed circ'n, 25,500.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

YOUR name and address on a post-card, sent to A. W. DUNNING, Los Angeles, California, tells you a new and easy way to make money.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan. the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 30,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 181 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 22,500; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

70,000 Money Letters received since March 1st in answer to advertisements in the very best mediums. What am I offered for first and second copy of addresses? F. TRIFET, 406 Wash. St., Boston, Mass.

WE will exchange THE INDICATOR, a National Journal of Insurance (Eleventh year) with any newspaper or periodical having an insurance department. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

REFERRING TO THE GALVESTON NEWS, Geo. R. F. Rowell & Co., on page 110 of Printers' Ink, January 30th, '92, say: "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address A. H. BELO & CO., Galveston, Texas.

FOR SALE.

Advertisements under this head 75 cents a line.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

FOR SALE—First-class Country Newspaper. Good job business. Address Box 187, Cassopolis, Mich.

THREE GREAT NOVELTIES for advertisers. Each one unique and striking. Send ten cents to Box 187, Worcester, Mass.

A WEEKLY NEWSPAPER and job office in Massachusetts. Growing town of 5,000. Address "B. B.," care Printers' Ink.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.
No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, AUGUST 3, 1892.

THE CASE STATED.

January 8, PRINTERS' INK was excluded, without a hearing, from the privileges of second-class matter in the United States mails.

March 4, a hearing was permitted us in Washington before Judge Tyner, the law officer of the Post-Office Department. At that time the most abundant and conclusive evidence was submitted to show that the exclusion of PRINTERS' INK had been made under a misapprehension of facts, and that it was entitled to reinstatement. Judge Tyner gave every attention to the proofs presented, and stated that in due time he would prepare a decision and submit it to the Postmaster-General.

May 18, Mr. Wanamaker writes a letter, finally excluding PRINTERS' INK from second-class rates, and Judge Tyner, who tried the case, says he has not yet given any written decision concerning it to Mr. Wanamaker!

In brief: we presented our evidence and argued our case before Judge Tyner. These proceedings are ignored by Mr. Wanamaker, who decides against us regardless of Judge Tyner, who alone of all the officers in the Department is in possession of all the facts in the case.

Since the 8th of January until June 24 we have been forced to pay, under protest, nearly \$500 per week as third-class postal rates. June 24 we were notified by Mr. Wanamaker that this money (nearly \$12,000) had been confiscated upon his order, and that in

future we would be permitted to send PRINTERS' INK through the mail only when "prepaid in the usual way, with stamps attached." General Carpenter's comments upon Mr. Wanamaker's decision of May 18, which appears in this issue, furnish a pretty clear statement of the facts as they actually exist.

We know that a large majority of the newspapers are with us in our efforts to maintain our rights and expose the evils resulting from incompetent or dishonest men in offices of responsibility and trust. The case of PRINTERS' INK under the present rulings of the Department may be that of almost any other paper at any time, and without any previous warning. And if we can argue from precedent, whenever such a case arises, if the publisher dares to assert his rights and honestly criticise the Department, his case, however strong it may be, however intelligently it may be listened to by a subordinate officer, will nevertheless be decided by the head of the Department who has not heard the evidence or tried the case, but who has read the criticisms upon his own action, and who "has the courage to do wrong," because he claims to be "magnified and persecuted."

THE style of advertising adopted by the New York Central Railroad has been pronounced by a competent expert to be the very best. Time-tables, giving full details, appear in the leading daily papers, and in the same issue well-written and fresh notices, so placed and constructed that one can hardly fail to read them. They are an exemplification of the familiar saying, "Get the best." Although short, they are expensive—appearing as near like reading matter as possible and on the best pages, where the price in some cases runs as high as \$3.50 per line, thus making a five-line reader, seven days in the week, cost \$122.50. Doubtless if one wants reading notices, the best, as is usual, are the cheapest.

CHAUNCEY DEPEW is said to have been offered a position in President Harrison's cabinet and refused it. It is written somewhere in the classics, "When the emperor makes his ass a consul, honest men decline to share in the consulship."

MEN must be taught as if you taught them
not.
And things unknown, proposed as things for-
got,
—Pope.

THINKS IT IS NECESSARY TO VOTE
FOR CLEVELAND TO GET RID OF
WANAMAKER.

ESTABLISHED 1876.
CHAS. E. HOUGHTALING'S
Job Printing and Publishing House,
ALBANY, N. Y., July 29, 1892.

Editor of PRINTERS' INK:

I have not received my PRINTERS' INK for June 29, July 6, 13 and 20. Please mail them to me, for I cannot do without them, for I bind up every volume and have for several years. Not having heard from you in so long, I commenced to think that Wanamaker may have suppressed you; but I guess not. Keep at him and you will win.

I have never voted any except the Republican ticket, but this year shall go Cleveland, thinking it is one of the surest ways to get rid of Wanamaker, for Cleveland would not have him in his cabinet for a minute, and Harrison might retain him. Better lose Harrison than to have Wanamaker four years more.

I think more of PRINTERS' INK than any publication I get, and have paid cash subscription for it as well as trade, and will continue it as long as I take any journal.

Go for Wanamaker, and Harrison, too, if necessary, to accomplish your ends.

C. E. HOUGHTALING.

While we appreciate our correspondent's friendly spirit, we regret to note his belligerent attitude toward the Republican party. It will not be necessary to defeat President Harrison in order to insure Wanamaker's retirement after the fourth of March next. No man is more unpopular with his party leaders and the party generally than the present Postmaster-General. He will be promptly retired upon the expiration of his term and wherf the act can be done in a dignified manner. Because a wolf in sheep's clothing happens to get in the sheepfold, that is no reason for killing off the entire drove. How much better to direct all efforts toward the removal of the point of disturbance.—[Ed. PRINTERS' INK.]

It is as many as ten years since an editorial appeared in the New York *Sun* to the effect that its editor hoped to see the day when the entire space in the *Sun* would be devoted to reading matter and no advertisements would be published. But the *Sun* probably carries more advertisements now than it did then, and possibly Mr. Dana's hopes may have taken another direction. For several years *Harper's Magazine* contained no advertisements, but the temptation to insert them appears to have been too strong, and its advertising department is now second only to that of the *Century*. The New York *Ledger* never printed an advertisement until within two years. And

Mr. E. C. Allen for a long time declined to take any advertising for his lists. With the exception of some few special, religious and Sunday-school publications, there is probably no newspaper of any importance at the present time that does not seek and insert as many advertisements as it can secure.

THE old style of type now used somewhat generally in certain advertisements of the present day appears in "A Specimen Book of Printing Types, by William Caxton, Letter Founder," issued in London in 1770.

A RECENT advertisement of a patent medicine read, "For infernal use." "It was the practice of our *immoral* Washington," said a Boston paper, "never to allow profanity in his presence." The *Eclectic Review* was once advertised as the *Epileptic Review*.

LONG ISLAND has a population of 1,029,097, and, omitting Brooklyn, 190,550. No town is more than four hours' ride from New York city, and the average time is probably less than one hour and a half. The people are prosperous. A considerable percentage of residents in the smaller towns went there from this city either from motives of economy or because of a preference for country life. Railroad trains are frequent, fares are low, and, as a consequence, a vast amount of shopping is done in New York. In Queens County there are fifteen towns in which two daily and twenty-eight weekly papers are issued. In Suffolk County there are also fifteen towns with twenty weeklies, but no dailies. It is remarkable that so small a percentage of their advertising comes from New York merchants.

HOW'S THIS, MR. WANAMAKER?

From the New York Times.

NEWBURG, N. Y., July 22.—The methods of educating the masses adopted by the Republican managers are peculiar. The Republican journals on the Hudson River are sending out as supplements to their papers this week a five-column leaflet entitled "Protection and Reciprocity." It is published at 135 West Twenty-third street, New York city, and the present issue is Vol. I. No. 1, bearing date July 20.

It is called a monthly, and bears at the head of the first column this notice: "Entered at the New York Post-Office, N. Y., as second-class matter." The leaflet or tract is made up wholly of political articles, and certainly has no right to be entered as second-class mail.

PRINTERS' INK has also received several protests from correspondents, a

couple of these being given below. Under Mr. Wanamaker's admirable administration of the Post-Office it appears to be very easy for any one with a political "pull" or a private "pull"—like the publishers of *Book News* and the *Watauga Valley News*—to get their circulars entered as second-class matter.

THE SENTINEL,
MAYVILLE, N. Y., July 23, 1892. }

Editor of PRINTERS' INK:

While you are fooling with John, I wish you would find out whether it is legal or not to enfold the inclosed sheet, "Protection and Reciprocity," in country newspapers as a supplement. Such sheets come to this office folded in that manner, and I was wondering if John knew it! Why not have such publications excluded for violation of the postal laws, as well as to exclude PRINTERS' INK, which is a legitimate publication?

G. R. DEAN, Pub. *Sentinel*.

CHICAGO, July 25, 1892.

Editor of PRINTERS' INK:

I mail you to-day, under separate cover, copies of a number of papers published in Wisconsin, Michigan and other States, each containing a so-called supplement. Perhaps these may be of interest to you because of your recent experience with the P. O. D. May I be permitted to suggest that the form of PRINTERS' INK be changed, so it can be folded within another newspaper, instead of being sent direct to parties for whom it is ordered by newspaper publishers. In this way you may possibly secure its admission at pound rates, as in the case of "Protection and Reciprocity." How would it be to ask a ruling from Postmaster-General Wanamaker on this question? W. H. McCLINTOCK.

MR. WANAMAKER HAS THEM.

Get thee glass eyes,
And like a scurvy politician seem
To see the things thou dost not.

—King Lear.

NOSTRAND'S FASHION LIST. 11 Leaders. Ask rate. F. W. NOSTRAND, Tribune Bldg., N. Y.

NOVELTIES for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

AGENTS' NAMES. New Ones. 1900 for 25c. Western Mail Agency, St. Louis, Mo.

GIBB BROS. & MORAN PRINTERS
45-51 Rose St., N. Y.

\$50 HOME GYMNASIUM given for best 2-inch ad. J. E. WHITNEY, Rochester, N. Y.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Washington, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

NEW PREMIUM GOODS—A large and attractive line. Send for catalogue. R. H. INGERSOLL & BRO., 65 Cortland St., N. Y.

WOOD ENGRAVING PETRI & PELS
NEW YORK.

12 For a Nickel STEEL PENS SPENCERIAN, 810 B'way, N. Y.

\$1³⁵ WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed. BELLMAN BROS., Toledo, O. Samples, etc.

35,000 Farmers in Maryland. We began visiting them in 1864. MARYLAND FARMER, Baltimore, Md.

THE EVENING JOURNAL,
JERSEY CITY, N. J. Circulation, 15,500.
Advertisers say it pays.

PUBLIC OPINION Always pays Advertisers Washington. New York.

MY Cartoon-Portrait proposition will interest every live editor and please the most economical. Proofs free. CHAS. W. HARPER, Columbus, O.

YOUTH'S LEADER,
NEW HAVEN, CONN.
Over 40,000 copies monthly.
Advertising, 30 cts. per square line.

Kate Field's Washington,
Is read by intelligent people who pay their bills. Are these the people you wish to reach when you advertise? Washington, D. C.

ENGRAVING ANY Style. Size. Kind.
STOCK CUTS.
CHICAGO PHOT. ENG. CO., 185 Madison St., Chi.

To Those Who Don't Know:
I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. E. A. WHEATLEY, Chicago, Ill.

"WHEN" A RARE BOOK FOR MEN.
10 Cents Silver
Mailed Secure. Or Six 2 Cent Stamps
P. O. Box 103. NEW HAVEN, CONN.

WIRE RACKS
For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. POPE RACK CO., St. Louis Mo.

San Francisco Bulletin.
Established 1855.
Largest Evening Circulation in California.
High character, pure tone, FAMILY NEWSPAPER.

HEROLD DES CLAUBENS
Catholic German Weekly published at St. Louis since 1850, gives best value to advertisers. Rates lowest and no "cutting." If you advertise in German papers, or if you intend to call wide-awake advertisers do, do not omit the HEROLD DES CLAUBENS and take no substitute.

If YOU WISH TO ADVERTISE ANYTHING ANYWHERE AT ANY TIME
Our services are at your disposal.
THE GEO. P. ROWELL ADVERTISING CO.
10 SPRUCE ST., NEW YORK.

BOSTON. Effective advertising prepared and placed.
A. E. SPROUL, 668 Washington St.

**ILLUSTRATIONS \$1
FOR EACH
RETAIL
ADVERTISERS**

Specimen Sheets for stamp.
THE GEO. P. ROWELL ADVERTISING CO.
10 SPRUCE ST., NEW YORK.



**PUBLISHERS
DESIRING
BICYCLES**

For themselves, employees or for use as premiums can procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell everywhere. Catalogue and terms free.
ROUSE, HAZARD & CO., 2 X Street, Peoria, Ill.



**How to Make
RUBBER STAMPS.**

Use Latest Improved Process and a New York Vulcanizer. Circulars free. **BARTON MFG. CO.,**
338 Broadway, New York.

**THE HOME CIRCLE,
ST. LOUIS, MO.**

75,000 Copies Each Month.

An exceedingly desirable medium for
GENERAL ADVERTISERS.

Try 10 lines one time for \$5.00.

THE HOME CIRCLE PUB. CO., St. Louis, Mo.

Dodd's Advertising Agency, Boston,
265 Washington Street, or
World Building, N.Y. City.
Send for Estimate.
RELIABLE DEALING CAREFUL SERVICE.
or LOW ESTIMATES.

HOME-MAKER MAGAZINE: new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

SEWING MACHINE

Trade is a small but good field.
Men are seeking side lines.
TIMES reaches and covers the field.

THE NEW CYCLE, 36 Union Sq., N. Y., organ of The General Federation of Women's Clubs. *Chicago Daily News:* THE CYCLE was made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean:* The making of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor, was made the organ, and pledged the support of the Federation.

**KEYSTONE
LIST.**

Comprising 150 Weekly Newspapers of the better class. A special low rate named.

Send for list and estimates.

B. L. CRANS, 10 Spruce St., New York.
Room No. 4.

THE NEW YORK LEDGER

Keep the fact in mind that the LEDGER *pays advertisers*, and don't fail to put it on your list for fall business. Rate for 1,000 lines, to be used within one year, or for 52 consecutive insertions, \$1.00 net per line. Make contracts now.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.



**Diving Into
Advertising**

is well enough, providing you look before you leap. Clear water and a proper depth are indispensable. Prestige and circulation must go with proper rates. Dive for a contract with

THE AMERICAN
School Board Journal

**CHICAGO, MILWAUKEE,
NEW YORK.**

See It Grow.

May 16th, the subscription list of **SUCCESS WITH FLOWERS** numbered 67,500; entirely devoted to Floriculture; **SUCCESS WITH FLOWERS** is destined for a great national circulation. The first edition for July will exceed 50,000 copies. Published by

THE DINGEE & CONARD CO.,
WEST GROVE, PA.

**THE SPOKANE
SPOKESMAN**

has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.

Auburn Daily Gazette

The Liveliest Daily in Maine

Turf, Farm & Home,

Representing Horse Breeders of Maine and New England. Only papers in capital city. Population, 11,000. Shoe city of Maine.

AUBURN GAZETTE CO., Publishers.

J. W. BRACKETT, Manager.



\$22. FIRST-CLASS CURTAIN DESK. Four and a half feet long. Unlimited variety in stock and to order.
American Desk & Seating Co.
 270-272 Wabash Av., CHICAGO,
 U. S. A.

A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau,

ROBERT & LINN LUCE,

68 Devonshire St., Boston, Mass.

FOR WHOM? Supply houses, that want earliest news of construction;

Business houses, that want addresses of probable customers;

One hundred class and trade papers;

Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

PREMIUMS.

Dealers with anything good to offer in this line should send Catalogues, Price Lists, Discount Sheets, &c. (but not traveling men) to the



WE CONDUCT A



NEWSPAPER ADVERTISING AGENCY.

WE give to all customers, Lowest Prices, Prompt Transactions, Judicious Selections, Conspicuous Positions, Experienced Assistance, Unbiased Opinions and Confidential Service.

ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND ESTIMATES OF COST IN ANY NEWSPAPER FURNISHED FREE OF CHARGE.

J. L. STACK & CO.,

Newspaper Advertising Agents, ST. PAUL, MINN.

J. L. STACK.

G. S. ELLS.



Advertising Clocks.

LARGE SIZE. Handsome appearance.

Warranted. Good. Suitable for Clothiers, Newspapers, and any special brand goods. Write for Illustrated Price List or any information.

Baird Clock Co.
 Plattsburgh, N. Y.

We Are Getting

Up a special wheat number of The Rural New-Yorker, which will go to press

August 13, 1892.

These special numbers are always preserved for years as reference books, and make exceptionally desirable advertising mediums for all goods needed on the farm or in the home, and especially so for farm implements and machinery. This number is no "modern boom"; but simply an increased value given to an old, reliable stand-by. We are simply in a position to give our patrons unusual service for their money, and we shall be pleased to have them profit by it. No advance in rates. Prices always the same.

THE RURAL PUBLISHING CO.,
 Times Building, New York.

75,000

Readers

OF THE

Arena

Magazine

We Want Your Advertising!

ARENA PUB. CO.,

Copley Square,

BOSTON,

MASS.

Advertising
in the - -

Sunday Mercury,

NEW YORK,

Pays - -
Handsomely.

The **MERCURY** is the oldest weekly Sunday newspaper in the United States, and by unceasing enterprise has maintained its position at the head of the procession. The **MERCURY** is the only Sunday weekly paper that has its own plant and requires two of Hoe's fastest perfecting presses to get out its edition. Its average circulation for the past year has been 108,700 copies per week.

Rates - -
Are Low.

Sunday Mercury,

NEW YORK.

Write for
Estimate.

WE DON'T
COVER THE EARTH

BUT WE **DO** CLAIM TO
COVER A SMALL
portion very thoroughly.

THE FARMER'S RECORD

MUNCIE, IND.,

Published Twice a Month,

Reaches 21,000 Homes
each issue.

Rates, 12 cents per agate line.

You may have sample copies and
discounts for the asking.

Space at the agencies, or

RECORD PUBLISHING CO.,

Muncie, Ind.

Two religious papers are seldom taken in one family. Every copy counts, is thoroughly read, frequently is lent, some go the rounds of the reading circle.

Where they are read you find the prosperous families—the buying families.

Put
Them
On
Your
List

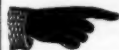
To reach such families easily and cheaply use these papers.

Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Over 350,000 Copies
Religious Press
Association
Phila



Be wide awake,
And make a break
To crush out competition;
The thing to do
Is methods new
To try with expedition.

Our pictures bright,
The ads. we write
Will set your rivals scowling;
They'll rush about,
And take it out
In ineffective howling.

PICTORIAL LEAGUE,
Rooms 72, 73 and 74,
TRIBUNE BUILDING, NEW YORK

Our firm name is being imitated. Be careful
about the address.



The ONE paper of Wisconsin, Minnesota and the Dakotas. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee.

THE THREE GIANTS. Two-thirds of circulation in the U. S. Combined rates, 40 cents per line. Send for sample copies and estimates.

B. L. CRANS, 10 Spruce St., N. Y. Room No. 4.

Canadian Agriculturist.
Ladies' Home Magazine.
The Fireside Journal.

PETERBOROUGH, ONT.

The best Medium to reach the People of

NEBRASKA,

Kansas, Colorado, and South Dakota is the **STATE JOURNAL**, Morning, Sunday, and Semi-Weekly. Published at Lincoln, Neb.

Estimates Submitted.

**Effective Advertisements
Prepared.**

If you are thinking of advertising, let me send you figures. No charge. New York and Brooklyn Dailies a specialty.

B. L. CRANS, 10 Spruce St., New York.
Room No. 4.

Do You Want A Special representative In New York and Chicago?

We want two or three more *one-rate* papers, whose publishers tell the truth about their circulation, to represent in these fields. Write for further particulars.

Reliable publishers can have advertisers' names for investigation upon application to—
Geo. P. Rowell & Co.

"Y. & Z.," care **PRINTERS' INK**,
10 Spruce St., New York.

HAS NEVER BEEN KNOWN TO SPEAK WITH MALICE.



"The Paper of Eastern Oregon."

The first paper in the State to demand the Australian system of voting. The first paper in the State to advocate the adoption of the Torrens system of land transfers.

Democratic in everything, even in politics. It was for no one to "pull the string." It is not a "wire puller." It believes in the right and goes ahead. It "steps on corns" whenever it thinks it necessary. Nobody owns it, and it owns nobody. Being truly democratic, it is not "stuck up."

Address the **EAST OREGONIAN**, Pendleton, Oregon.



The EAST OREGONIAN is the People's Paper.

"The paper of Eastern Oregon"—Recognized by the people and the press as such. Published daily, weekly and semi-weekly. Trial subscriptions, twenty-five cents. Stamps taken.

Eastern Oregon a country of vast resources, consists of fourteen counties with an area of 64,000 square miles, containing 80,000 population. *The EAST OREGONIAN is the paper to advertise in to reach the people.*

BUT HAS ALWAYS SPOKEN WHEN TO SPEAK WAS TO LOSE A RIB.



An Excellent Premium FOR Publishers AND Others. **THE SIMPLEX TYPEWRITER.**

The only really **Practical Cheap Typewriter** ever put on the market. If you send for sample you will not fail to list this excellent machine with your fall offers. We feel confident that it would repay you handsomely to make a *special offer* at once in your regular issue. The price of the Simplex is \$2.50. Discounts quoted on application. Send for catalogue of high-class premiums.

EMPIRE PUB. CO., 146-148 Worth St., N. Y.

The Beauty of Business

isn't a mere phrase; it means something. It means everything, necessary to successful trading. System, order, unity, in all things. Advertising is a part of it. Our part.

THE ROBINSON-BAKER ADVERTISING BUREAU,
107, Pulitzer Building, New York.

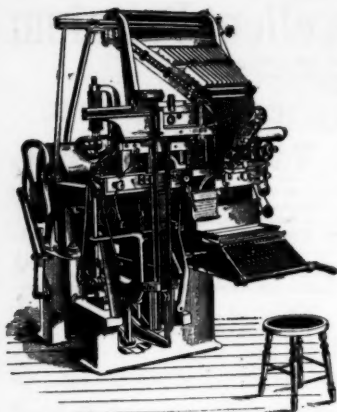
Unprecedented.

OVER 1,000 new subscriptions (paid in advance) are coming into the MAY-FLOWER daily.

Advertisers may make a good business investment by placing a yearly order with us NOW.



JOS. J. DE LONG, Manager,
89 TRIBUNE BUILDING, N. Y.



CHEAP
MACHINE
COMPOSITION.

THE
LINOTYPE.

Operated like a Typewriter.

**Produces New Clean Type in
Line Bars or Linotypes.**

*No Distribution No Breakage.
No Worn Type.*

Only One Operator required.

Quickly learned by men from cases.

Speed 3,600 to 6,000 Ems Solid per Hour.

Several hundred in use. Send for circular. Address—

MERGENTHALER LINOTYPE CO.
Tribune Building, New York.

★★★★★★★★★★★★★★★★

FOR BOOK WORK and
FINE COMMERCIAL
PRINTING.

**Wilson's
Raven
Black**

Printers like it because it
*Does not skin,
Does not dry on the disc,
Free flowing in fountain,
Does not offset,
Is brilliant and
Does not waste.*

We will send a sample package to any
address upon receipt of \$1.00 in cash.

W. D. WILSON
PRINTING INK CO., Limited,
10 Spruce St., N. Y.

★★★★★★★★★★★★★★★★

ADVERTISERS

get nibbles from most mediums;
but those who use

ALLEN'S LISTS

get bites, and land their fish
every time.

The proof of this is in the
catching.

Drop a line into the next issue
and see.

FORMS CLOSE ON THE 18th.

E. C. ALLEN & CO., Prop's, Augusta, Me.

A 50,000 Issue.

A change of form will be made in **FARM-POULTRY** at the commencement of its fourth volume, which will be the **Sept., 1892**, issue. We are forced by the demand for advertising space to enlarge the pages of the paper to a size that will have nearly double the space.

THIS WILL enable us to treat our customers even better, we hope, than we have done in the past, and certainly no other paper of its circulation has been as liberal as **FARM-POULTRY**. The September, 1892, issue will be 50,000 copies, and all advertising ordered before **Aug. 15th, 1892**, can go into that and subsequent issues for **ONE YEAR** at our present rates.

AFTER SEPTEMBER 1st next the rate for space in **FARM-POULTRY** will advance to correspond with its circulation and will apply to every advertiser, new or old, also advertising agents.

IF YOU desire any space the coming year you should order it now, as we have always given more than value received, and never have any time taken an ad. at less than the current rates, and the same rule will be **STRICTLY** adhered to after Sept. 1, '92. "A word to the wise is sufficient." We will simply say in closing, we want your valued orders and will treat them the best that lays in our power when they are received.

THE GROWTH of the advertising patronage of **FARM-POULTRY** has been simply phenomenal, and we believe never has been before equaled by any paper. The six issues, January to June, 1892, contained over 50,000 agate lines of paid advertising. The reason for this is, we have done more than we promised in every case, and

Advertisers in **FARM-POULTRY** Get Results.

Sample copy will be sent you if desired. Hoping to be favored with a reply to this and an order, or correspondence that may lead to an order. Please address—

I. S. JOHNSON & CO., Pubs. of Farm-Poultry, Boston, Mass.

"What is truth?" said jesting Pilate.

TO JEST, TO DEVIL

in circulation figures, confounds the advertiser.
Straight and honest statements receive their merit.

All the riff-raff twaddle about circulation, unsubstantiated by proofs and results, is mere bosh.

"An honest publisher is the noblest work of God."

PARAPHRASE OF POPE.

THE KANSAS CITY STAR'S SUCCESS

is due to its unwavering determination to

TELL THE TRUTH!

SHAME THE DEVIL.

THE TRUTH ABOUT THE STAR

IS THAT IT HAS

Four times the Circulation of any other Kansas City paper:

No newspaper in Kansas City dare dispute it.

"Every Thousand has a Value."

Daily, Guaranteed Circulation, 55,183

Weekly, Guaranteed Circulation, 83,736

None but high class advertisements received.

Business accepted through any responsible agency.

**GEO. E. RANDALL, Mgr. New York Office,
ROOM 71 TRIBUNE BUILDING.**

• Telephone Call •

18,288

A Telephone at Every Ear



A few nondescript writers labor to create the impression that advertising is a science, and that the art is in the "Writing of the ad," to all of which we demur. The best ad that these writers could construct, if posted on a barn door, or in a one-horse paper, would not attract half the attention that a cigarette chromo would if tacked to the same old barn door. In fact there is no science or art in advertising. It is a

Matter of Sound Business Tact

If you select the proper paper in the locality you wish to reach, the thing is as easy as rolling off a log; and where in the South can be found a more fertile field than Atlanta, Ga., or a better paper than the

Atlanta Journal

DAILY, 18,288

It circulates throughout Georgia, and with it you have
A Phone at the ear of every man and woman

in the thriving city of Atlanta, the metropolis of that section of the South and its thrifty suburbs.

There is not much art in that, but it is hard-pan-eight-furlongs-to-the-mile business tact and judgment.

THE JOURNAL, Atlanta, Ga.

H. H. CABANISS, Bus. Mgr.



**A Popular
Two Cent
Evening Paper.**

**Circulation, Daily, 18,288
Circulation, Weekly, 19,398**

Age Counts for Something.



THE value of a newspaper to an advertiser increases in direct ratio with—1st, its circulation; 2d, the hold it has on the people who read it.

A newspaper without character and standing lacks the respect and confidence of its patrons. It is read casually, from habit, without thought or interest, and is thrown aside. The readers know that what is in it may be so, or it may be so-so. Such a newspaper must of necessity have a limited and forced circulation, for **it has no hold on the reader.**

There is another kind which is unfolded and read carefully and thoughtfully. Oftentimes when half through an article the reader will turn the paper over and look for the head, to make sure it is the *Memphis Appeal-Avalanche* that says so. There is respect for its opinions; they have weight and influence. The advertisements share in this respect—they are read because they are in *The Appeal-Avalanche*. **Such a newspaper has a hold on its readers.**

And the newspaper which has not only this confidence and respect of its readers, but the *largest circulation of any paper in its State*, has **more than a double value to advertisers.**

MEMPHIS RANKS FIRST AMONG CITIES OF THE SOUTH.

FIRST in Trade.

FIRST in Banking Capital.

FIRST in Railways.

FIRST in Enterprise.

FIRST in Cotton Sales.

FIRST in Newspaper Circulation.

For over half a century The

Memphis Appeal-Avalanche

"The Great Southern Newspaper," has told the story of the world's progress to the people of Memphis and the South.

It has more circulation in Arkansas than any paper *published or circulated in Arkansas.*

It has more circulation in Mississippi than any paper *published or circulated in Mississippi.*

And it has more circulation in Memphis and the business centers within trading distance of Memphis than any other newspaper *published or circulated in Tennessee.*

Its advertisements are read—by the many, for it has the largest circulation; they are read carefully and with confidence, for



HOME OF THE APPEAL-AVALANCHE.

It has
a Hold
on its Readers.

THE APPEAL-AVALANCHE,

MEMPHIS.

WM. A. COLLIER, President.

THOS. D. TAYLOR, Business Mgr.

S. C. BECKWITH, Sole Agent, New York and Chicago.



Why They Sell.

Many people who do not see the

**Saturday Blade,
Chicago Ledger,
Chicago World,**

every week, wonder why they sell in

400,000 Lots Weekly.

If you watch the **news** features of these great weeklies you will discover that the **news** is just as **late** as in any prominent Morning Daily, as these papers have a **Telegraphic News Service** from the **Press News Association**, which enable them to compete with any daily. They are the **Only Weeklies** having a **News Service** from a prominent Association.

Thus it is in everything with

W. D. Boyce List of Big Weeklies

The Only Papers

with a telegraphic news service that discontinue any ad. at any time, with one price to all, all the time. Proving circulation every week in the year.

Rates {	BLADE,	\$1.00 per line.	3 Papers	1.60 per line net.
	LEDGER,	.50 "		
	WORLD,	.30 "		

For Space apply to any Agency, or

W. D. BOYCE, Chicago.

Upon receipt of a postal card we will send you a pamphlet showing just where the 2,934 agents who sell 69,456 copies of the Detroit ILLUSTRATED SUN are located. This figure does not include the mail edition, which is 2,841, making a total of

72,297 Circulation.

Proof One Cent

14,000 FREE CIRCULATION

can be secured, as all contracts for the ILLUSTRATED SUN include the SUNDAY SUN without extra charge. This is new circulation to advertisers, as the ILLUSTRATED SUN has never inserted advertisements until very recently. But the pamphlet explains everything.

G. M. BRENNAN,
Eastern Agent,

Room 41—150 Nassau St.,
New York.

D. P. MACKAY, Prop.,
Sun Building,

Detroit,
Mich.

The Plain Truth Tells

Business Foresight Applied



The penny-a-line writer on advertising loves to round up his toboggan-slide paragraphs with "advertising is an art."

It is business foresight applied.

The advertiser who buys space in

The Cleveland WORLD

DAILY,	Sworn Circulation	SUNDAY,
38,234	Over a Million	25,055
	a Month.	

(Average every issue for June, 1892)
may not be up in "art," but he is chock-full of

**Good Business Judgment
and the "art" of money making.**

Of the 38,234 regular daily purchasers of The World, not 10,000 of them take or read any other evening paper. The World's constituency is, therefore, essentially its own.

THE WORLD PUB. CO., Cleveland, Ohio, B. F. BOWER, General Manager.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

509 "THE ROOKERY,"
CHICAGO.

48 TRIBUNE BUILDING,
NEW YORK.

We Tell the Plain Truth



45,000 Times



Newspapers are sold daily in Chicago and its tributary cities and towns.

The **TIMES** is "Carter Harrison's paper." It dates back to the youth of Chicago. For 38 years it has told the daily story of wonderful growth of that Inland Metropolis. With a large and strong clientage, it has been a part of the daily life of that remarkable city for over a generation. Its circulation goes

Through Chicago

To office and home, and extends to the principal places in Wisconsin, Iowa, Illinois, Indiana and Michigan.

The **TIMES** enjoys a rich advertising patronage from the merchants and large retail houses of Chicago; they ought to know something about advertising there. For general advertising in a wide field among village people and thrifty farmers, use the **WEEKLY TIMES**, with its **56,000** known circulation; for a strong medium among the reading classes use the **SUNDAY TIMES**, with its 62,000; and for a daily pull in 45,000 homes of thinking and buying people, use the **DAILY TIMES**



Every Day.

A. FRANK RICHARDSON,
SPECIAL AGENT,

Tribune Building, New York. | Chamber of Commerce, Chicago.

Represents Only Newspapers of Known Circulation.